

Chemical Stockpile Emergency Preparedness Program  
Public Affairs Integrated Process Team (IPT)

Meeting Minutes  
Baton Rouge, LA  
April 24-25, 2001

## **Day One**

### **Welcome – IEM Management/Steve Horwitz/John Yaquiant**

#### **Chair's Time – Steve Horwitz/John Yaquiant**

- Agenda Review
- March State Director's Briefing

#### **Conference Call – Russ Salter**

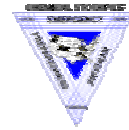
- Very appreciate of what everyone on the IPT is doing
- IPT is headed in the right direction
- This was evident in the State Director's briefing
- Joint Communications plan is an excellent way to manage resources
- National Approach
- Looking at budget for the future
- SIP vs. Evac is a big issue – public needs to understand in better
- Need to convince people that SIP works
- Public awareness/education is the tool to use
- Senate Hearing will address media campaign
- One concern – what is the message people are receiving in the newspapers?
- The public is receiving conflicting information
- This is a challenge – need a constant/consistent message about what people should/need to know/need a hard hitting message to counter the conflicting information coming from the newspapers
- We are on the right track – it is expensive, but the IPT is operating in an efficient manner in terms of national campaign with site-specific focus
- Questions/comments?

John Yaquiant

- What is the feel from the State Directors?

Russ Salter

- State Directors are in agreement with IPT's work
- There has been no negative feedback



#### AL Procurement Status

- Russ hasn't received anything from Lee Helms
- Will check today and get back to the IPT

### **AL Procurement Update – Jim McCamy**

- The proposal went to State legislature
- It is at the finance level and governor level
- It should be on its way to Russ

#### Steve Horwitz

- This is a significant issue because a lot of money has been set aside due to the urgency of the issue in Alabama
- There is a special push in Alabama

#### Mark Shull

- We want to integrate the IPT's work with the AL public affairs firm
- Want to emphasize/have a consistent message

#### Mark Clemens

- Media are picking up on what is happening at other sites
- This is a national issue

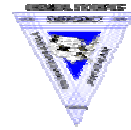
## **Training Update**

### **Bob Norville**

- Shelter-in-place video
- Need one to address specific CSEPP issues
- Oakridge is working on a script for home SIP issues
- We have a production company and a draft script – we don't have a completion date yet
- We would like to have it done by August
- Distribution has not been decided yet (shouldn't be an issue though)
- Super BETA is also an option for public access television
- If a Spanish version is needed, we can also look into that
- Argonne is working on business SIP video
- Chip Hultquist from ORISE is also here to talk about JIC training
- Also will offer advanced JIC course this year (will probably be at Oakridge, Tennessee)

### **John Sorenson**

- SIP draft script
- Video will be 7-8 minutes



- Will be available on VHS and DVD
- Hope to build a smoke chamber to include in the video
- Working on SIP white papers – SIP Working Group is looking at them now and they will be circulated among the group at a later time
- One paper address towel under the door
- Other paper addresses question “Will duct tape and plastic really work?”
- If IPT group has feedback about the script, please get those to Steve and John ASAP – also, please submit comments as a group rather than individually
- Group will look at it tonight and provide feedback in the morning
- A sub-group of IPT will also look at it

### **Mica Ward - SIP Business Video**

- In a draft form
- If you have input, please let Argonne (Mica or Kay) know
- We hope to have an outline in two weeks
- Hotline will be tested at the Umatilla exercise in two weeks
- The demo will be presented to IPT and at the National Conference
- Ongoing training (JIC/JIS, spokesperson, public affairs officer course)
- Maryland JIC course had about 40 people (public information people from various state organizations)
- Coloring book is going well – two different versions are in draft
- Coloring book is in four parts - Why we have weapons?, how do you know there is an emergency?, what do you do?, after the emergency (emotional issues)
- Newswriter II CD is in production and should be available shortly
- Brochure inserts – 7 are available – going to John – will be distributed to sites on CD shortly
- On-hold messaging – a few scripts have been devised – Argonne needs to know what on-hold messaging system you use (do sites need cassette tape or electronic file, etc.)

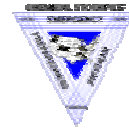
### **Chip Hultquist/Eileen Sample**

#### **JIC Advisor+**

- Designed for first responders
- Access to resources
- Not designed to replace other training resources
- Emphasis on coordination and collaboration

#### **JIC Advisor+ Program**

- Reference tool that has training pieces embedded in it
- Organizes information and resources
- Sign-on screen (knows what site you are with)
- Runs locally, but accesses Web (don't have to have Web access on the computer you are using)



- Must be installed on a PC or on a network
- As you changes taps on the top, different resources are available
- Study resources are for “learning on demand”
- Search feature is also available

Cheryl Humphrey

- What is the channel to get information ORISE if counties have changes/updates?

Eileen Sample

- There are different ways
- We are developing a Web site that changes can be filtered through

Jesse Seigal

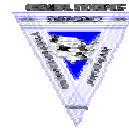
- This is a great tool, but the updates are difficult
- Also, a lot of people don’t even know what this is or how it works
- The IPT is a good place to make sure these updates occur

Advanced JIC Course

- Audience is PIOs/PAOs
- 3 day course
- Focus is technology
- Next course is scheduled August 7-9<sup>th</sup> in Oakridge, TN
- Might be a problem, so this may be changed
- Possibly the week of the 17<sup>th</sup> or 24<sup>th</sup> of September
- Might be good to have IPT group as a whole due this
- Could due an IPT for one day and combine it with training (IPT represents all of the sites)
- Course is limited – only have a certain number of computers
- Course could be condensed into a shorter amount of time

### **Umatilla JIC Information**

- Using Web based JIC information
- Contains information about the event and other information of interest
- Contains maps, pictures, press releases
- Related to the Umatilla smart book
- JIC Advisor+ relates to this and could be very useful if it is updated regularly
- Helps sites have current information about other sites
- Suggests trying a cyber-JIC at an upcoming exercise
- There are a lot of technology options available for this sort of thing
- This is probably a good issue for a sub-committee to address



## **Joint Communications Action Plan (Mark Shull)**

- Bottom-up plan
- Implements ideas from IPT
- Maintains economies of scale by production on a national level

### **IPT is in charge**

- Plan is flexible enough that it can be adjusted locally
- At this point, IEM is the contract vehicle for FY01 to implement parts of the plan
- Funds will be available to begin some implementation now
- Roadblocks are out of the way – the IPT can keep pushing ahead
- Are there any serious concerns with the plan

### **Timeline**

- There are things we can do in the next 18 months
- Media campaign will ramp-up in the months before demil
- This gives us time to plan and complete local assessments
- There are also things we can do before the national conference (begin looking at products/decide on survey methodology)

What is the connection between the communication strategy (PR Plan) and the paid media campaign?

- The current communications plan has some implementation issues, but it will vary between site
- This plan doesn't address media implementation
- Will vary from site to site
- Budget estimates were done without baseline surveys – once we have established levels of awareness, these figures and media buys will become more realistic

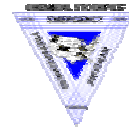
### **Sub-Committees**

A proposed method that might work well for getting the work done

- Need to multi-task
- Maximize time
- Subcommittees will roll up their sleeves and do the work
- Will report back to overall group

Experiences from Planners' Group

- Public affairs has advantage of having a place to start from (already an organized group)
- Public affairs has advantage of having already established public affairs issues
- Best to have people volunteer for a group – also good to have a person volunteer to be the chairperson



- Might want to recruit outside members if an area of expertise within the group appears to be missing - also want groups to be balanced – need groups to be equally representative
- Apply lessons learned from Planners' sub-committees

## **Proposed Sub-committees**

- Message Development (focus of protective actions)
- Product Development (focus on five products)
- Performance Measures (focus on measurement and data collection)
- Best Practices (gather input from all sites)
- PAO/PIO Training (decide what training needs are a priority)

IPT Discussion about proposed Sub-committee structure

- Message development and product development seem inseparable
- Training might be better called “Readiness”

## **Action Plan**

- Initial look is positive
- A lot of good ideas
- Elements can be pulled out of it and used
- External communications – need an initial survey at each site
- IPT will be intimately involved in the construction of survey questions
- Really need a common survey methodology for all eight sites
- Need to ensure that performance measurements for all media are included in the Action Plan

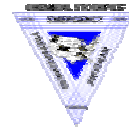
## **Action Items**

- John will discuss the Action Plan with Marilyn Tischbin
- John and Steve need to address the status of PMCD membership

## **Proposed Sub-committees**

The IPT examined the proposed sub-committee structure and revised the sub-committees to the following:

- Message/Product development
- Action Plan Implementation
- Best Practices/Performance Measures
- Technology (Readiness, Training and Exercises)



## Day Two

### Budget Discussion (Jon Zadra)

Summary of PIO Ballpark estimates

- FY03 funding (begin looking at it 2 years in advance)
- Goes through departments and ends up at Congress
- In early March it became evident that the media campaign wasn't thoroughly funded
- IPT then provided ball park estimates for media campaign
- The Army and FEMA are working to come up with money for sites that are near demil for 2002 (Umatilla, Alabama, Pine Bluff)
- Money has been released by the Army financial people, so this should free up the money for these sites (this was the crucial step)
- For now, focus on development of plan
- These numbers are a starting point
- The current financial situation is good for the CSEPP public affairs program

### Template Brainstorming

How can we go about capturing other costs?

- Paid Advertising (TV, radio, print, other)
- Production
- Some costs will be site-specific, others costs will be absorbed jointly
- Other sites won't encounter some costs (i.e. if they don't run t.v. ads)
- Schedule a conference call for Thursday, May 3<sup>rd</sup> at 2:00 EST
- Template will be out by COB on Wednesday, May 2<sup>nd</sup>

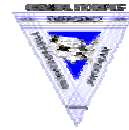
### Shelter-in-place (George Yantosik)

Basic feasibility of SIP

- Basic problem is that when people hear about it they think it is new, don't know it has been around for awhile
- When SIP is relevant, it is a protective action strategy that has been around for decades
- It is not an Army, FEMA, or CSEPP idea; but the public understands it this way
- Concept of taking shelter goes back to the cavemen
- We need to adequately demonstrate the value of SIP to the public
- SIP has a credibility problem – we need to show that SIP (when appropriate) isn't an Army idea

Umatilla is trying to bring credibility to SIP by associating it with the NICS (National Institute for Chemical Safety)

- NICS will be part of "Ready Week Activities" in Oregon
- The use of an objective third party



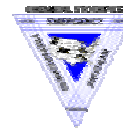
- SIP works other places – it is not a new Army thing
- NICS has done case studies to show when SIP and evacuation have worked
- If the public isn't educated and doesn't understand, it doesn't matter what the Army does to protect people
- The public needs to know how to protect themselves
- They need enough detail to protect themselves
- Must be careful about advocating one protective action over another
- SIP Working Group should be involved in reviewing the SIP videos/draft scripts
- Theme and consistency should be a priority in the development of the two SIP videos
- Must also look at terminating shelter
- What is important with SIP is that it is temporary and must be terminated in a specific time period
- Public must know how important it is to leave the shelter at a designated time
- Termination is also procedural critical
- Public needs to understand what SIP does and how it works prior to an emergency
- Must say that SIP is a temporary, two-step process
- Must educate all people, including local politicians
- If we want to make SIP feasible, we have to educate the public so that they will say, "Yes, this will keep my family safe."
- We also need to address correcting incorrect information that is already circulating in the public

## **Brainstorming Ideas**

- Public meetings
- 3<sup>rd</sup> part experts
- Door-to-door
- Success stories
- Endorsements (political and professional)
- Coordination of exact, specific messages
- Basis of SIP (the science)
- Simple instructions
- Correct wrong information that is already in the public
- Factors affecting duration of shelter
- Clear definition of threat

Response to Questions provided to SIP Working Group (George Yantosik will provide written responses at a later date)

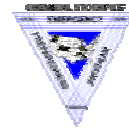
1. Ventilation issues/climate considerations
2. Most important information to communicate is when and how to leave shelter
  - Reassure them/keep confidence levels up
  - Don't scare them



3. Depends on situation – most credible ones are an hour from initial release to 2 or 3 hours
  - ballpark estimates – depends on weather and release amounts/times
  - If you are in an area that the plume passed over, you may terminate the shelter from within an hour to 2 (depends on duration of plume and air infiltration rate)
4. Make sure that the public understands that the problem is vapor (it is invisible, the liquid is diffused in air)
  - Vapor must not be the best word to use
  - The public will not be getting liquid on their skin
  - If there are effects there will be vapor effects (inhalation)
  - Don't talk about skin exposure problems
5. There are no long-term exposure effects to nerve agent
  - If you were exposed to high levels of vapor, you could have effects that last 30-45 days, but you would be constantly getting better
- Mustard exposure can be more harmful
6. We need some confidence builders for SIP – need to show examples where SIP worked – plastic is so good that even liquid won't penetrate it, so vapor won't either – we need a term to suggest that this is safe – need to consistently describe the plastic and duct tape
7. It depends on notification time – there is no CSEPP standard – the better the SIP pre-planning and kit, the less time it will take – if you are close by the release, SIP time is probably minutes
8. Some of these issues should be passed on to public to give them confidence
9. Yes, duct tape and plastic really work – it has been tested
10. SIP depends on type of structure involved – air exchange rates are the key

#### TO DO for SIP

Action	PA IPT	SIP Work Group
Response to PA Issues and Questions		X
Air exchange rates		X
Thickness of plastic material		X
Israel Government example (Web site)		X
Duct Tape & Plastic document	X	X
Technical review of videos		X
Securing credible spokesperson (3 <sup>rd</sup> party)		X
Simplifying SIP kits		X
Success Story		X
Consistency of Message	X	



## **National Conference**

- If you haven't registered, please do so
- You can register online, but you must contact the hotel for reservations
- Room rate is \$96.00/day (It is more than the per diem rate – have orders reflect that 125% of per diem rate is authorized)
- Portland Downtown Marriott (503) 226-7600
- Reservations must be made by June 15<sup>th</sup>
- Block name is FEMA conference
- Rental cars aren't necessary
- The Web site is up
- If you want to set up displays you can – contact Angela Beach at (865) 241-3651 or [beachaf@ornl.gov](mailto:beachaf@ornl.gov)
- There is a final planning meeting in June

## **Tuesday Public Affairs Meeting**

Mini-public affairs conference

- Group public affairs meeting
- Possible roll-out Ready Set Act and SIP issues
- Ready sub-committee will address these issues

## **Next IPT Meeting**

If it is necessary, the next IPT meeting will be June 11-12 in Denver, CO